Deregulation on fast track in Senate
Fowler makes broadcast keynote

Broadcasting Jun 15

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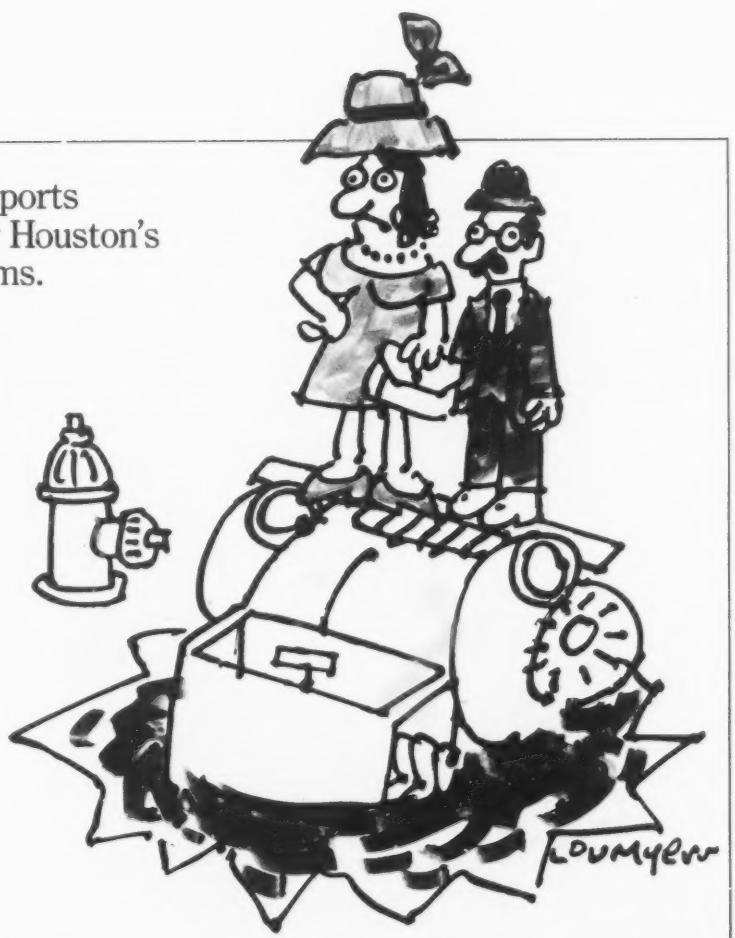
Our consumer reports do a whole lot for Houston's inner-city problems.

Instead of detouring issues, our consumer reporters take to the streets and get to the bottom of Houston's problems.

Maybe it's the growing number of potholes in roads. Or the rising price of pot roasts in supermarkets.

Whatever's plaguing the public, we go after it with hard-hitting, investigative reporting. So when viewers turn to us, they get the whole story on whatever consumer issues are floating around town.



KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate

The First 50 Years Of Broadcasting

1965

The Week in Brief

TOP OF THE WEEK

EMANCIPATION PROCLAMATION ☐ FCC's Fowler tells Oregon broadcasters that he has declared war on every unreasonable regulation affecting broadcasters. **PAGE 27.**

AT&T TOUCHES SOMEONE ☐ Administration, in supporting S. 898, backs company's entry via subsidiary into video services. **PAGE 28.**

DEREGULATION ON FAST TRACK ☐ Packwood appends broadcast legislation to budget measure in move to get Senate passage. **PAGE 29.**

GETTING TOGETHER ☐ Rogers bid for UA-Columbia control succeeds; Outlet talks merger with Columbia Pictures. **PAGE 30.**

RESHAPING OF CRT ☐ GAO report offers five alternative recommendations for changes to improve Copyright Royalty Tribunal. **PAGE 31.**

GOLDEN OPPORTUNITIES ☐ Speakers at opening of BPA-BDA sessions laud progress of associations, but say explosive media growth offers chance for much more. **PAGE 32.**

BUSINESS

CHANGING NUMBERS ☐ Arbitron Television and Nielsen revamp TV household estimates and market rankings, applying what they say is more precise formula to 1980 census data. **PAGE 33.**

ADVERTISER SURVIVAL TACTICS ☐ AAF convention speakers, both inside and outside business, urge self-policing to clean up programs and ads. Warning sounded that boycotts may gain in public support. **PAGE 40.**

RADIO PORTFOLIO TRIMMED ☐ Charter will sell two outlets in Wisconsin for $5 million and put Detroit FM up for sale. **PAGE 52.**

PROGRAMING

VIDEO VENTURERS ☐ AFI and Sony host Kennedy Center festival where artists, producers and equipment makers show and tell about experimental programing. **PAGE 56.**

PEEK AT PBS'S FALL ☐ Two-day showing in Los Angeles combines programing previews with reminders of public television success in presenting quality fare and in drawing substantial audiences. **PAGE 61.**

JOURNALISM

GET-TOUGH STANCE ☐ Reagan administration plans firm position at UNESCO against international press restrictions. **PAGE 64.**

TECHNOLOGY

IT HAPPENED IN MONTREUX ☐ World's top engineering talent speaks in glowing terms about sophisticated TV wizardry that will hit market in next decade. **PAGE 68.** More than 200 exhibitors display their wares in Switzerland. **PAGE 69.**

9 KHZ IRONY ☐ Preparations for showdown on AM spacing in western hemisphere continue at Hill hearing. It appears U.S., which last year fought uphill battle for 9 khz, could face another uphill fight in attempt to get support to keep 10 khz. **PAGE 70.**

LAW & REGULATION

WUNDER'S COURSE ☐ In brief Senate confirmation hearing, designated NTIA head wins approval. He says administration is now undecided about 9 khz proposal, steps will be taken to afford full-time facilities to daytimers, and he expects full cooperation between his agency and FCC. **PAGE 76.**

1965

THE 'BROADCASTING' YEARS ☐ The FCC decided it had power to regulate cable television and sparked controversy with its proposed rules. Network domination of TV programing became another target of commission. From Red Lion, Pa., came first challenge of fairness doctrine. And ABC anticipated merger with giant ITT. **PAGE 85.**

PROFILE

STITCHER OF HBO'S BASICS ☐ Last year, when Home Box Office needed a new president, it didn't look far afield. The choice was Jim Heyworth, who had worked his way up the organization ladder with a minimum of fanfare and a maximum of fundamentals. **PAGE 111.**

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5

Census results in market changes

Both Arbitron and Nielsen refigure markets using new data with many fluctuations in cities below top 10

Both Arbitron Television and the A.C. Nielsen Co. were out last week with new TV households estimates and market rankings, based on the 1980 census.

The estimates are being used by the audience-measurement services in preparation of their respective May sweep reports and will be used again with the July sweeps.

This is the second census-updated list put out by Nielsen. Its first, issued last month (BROADCASTING, May 11), was based on the census bureau's data on "housing units" (which include unoccupied units for seasonally occupied dwellings), to which Nielsen applied various occupancy formulas to get households estimates. Then the bureau came out with its 1980 households estimates, and Nielsen decided to re-do the list using actual census data ("Closed Circuit," June 8).

Arbitron officials say their new estimates are not based on the Census Bureau's 1980 households count but were developed with occupancy data "so close to the money" that the estimates won't need recalculation.

Arbitron's estimates put total TV households in the continental U.S. at 79,175,400, a 2.5% gain over the figure Arbitron had been using based on pre-census data. Nielsen's put the total for all states except Hawaii at 79,932,520, a 2.7% increase over Nielsen's old estimate. Including Alaska, Nielsen's estimates total 80,226,020, a rise of 2.8% above the estimates in use until now. The new Nielsen totals are marginally—less than 1%—higher than those released in last month's updating.

In both Nielsen and Arbitron estimates, the top 10 markets remain unchanged in rank, but numerous changes occur in rankings below the top 10. Generally the gains tend to be most consistent among so-called Sun Belt markets. However, some of the Sun Belt markets fared somewhat less well in the new Nielsen estimates than in those Nielsen released last month.

Orlando-Daytona Beach, Fla., for example, which had risen from 41st to 33d in the Nielsen list issued in May, ends up as 35th in the new list. West Palm Beach-Fort Pierce, Fla., which had gone from 78th to 64th in the May list, drops to 69th in the current one. Phoenix-Flagstaff, Ariz., which had climbed from 31st to 25th, slips to 26th. (In the Arbitron list, Orlando-Daytona Beach rises from 40th in the pre-census calculations to 34th, West Palm Beach goes from 76th to 69th and Phoenix goes from 31st to 24th.).

Some markets that are known to have experienced strong growth are shown with declines in TV households. Officials say this happened because growth rates used to project the pre-census figures were shown by census data to have been too high. Similarly, where projected growth rates proved to have been too low, some markets show disproportionate gains in TV households.

In the following tables "old" or "original" rank and estimates are those used from October 1980 through March 1981. The "new" or "revised" rank and estimates are the new ones, to be used in May and July.

Arbitron ADI rankings

New rank	Old rank	Market	New TV households
1	1	New York	6,324,400
2	2	Los Angeles	4,132,100
3	3	Chicago	2,887,500
4	4	Philadelphia	2,373,100
5	5	San Francisco	1,905,800
6	6	Boston	1,829,200
7	7	Detroit	1,635,400
8	8	Washington	1,436,600
9	9	Cleveland	1,361,700
10	10	Dallas-Ft. Worth	1,310,300
11	12	Houston	1,229,300
12	11	Pittsburgh	1,189,800
13	17	Miami	1,065,400
14	16	Atlanta	1,061,500
15	15	Seattle-Tacoma	1,038,500
16	13	Minneapolis-St. Paul	1,037,200
17	18	Tampa-St. Petersburg	1,035,000
18	14	St. Louis	1,012,700
19	20	Denver	840,100
20	19	Baltimore	839,900
21	22	Sacramento-Stockton, Calif.	769,700
22	21	Indianapolis	763,800
23	24	Portland, Ore.	727,600
24	31	Phoenix	692,900
25	23	San Diego	689,500
26	28	Milwaukee	675,600
27	27	Cincinnati	674,400
28	26	Hartford-New Haven, Conn.	673,600
29	25	Kansas City	666,300
30	30	Nashville	620,800
31	29	Buffalo, N.Y.	607,500
32	35	Charlotte, N.C.	586,100
33	32	Providence, R.I.-New Bedford, Mass.	580,800
34	40	Orlando-Daytona Beach, Fla.	570,600
35	33	Columbus, Ohio	569,700
36	34	Memphis	560,400
37	36	New Orleans	552,000
38	37	Greenville-Spartanburg, S.C.-Asheville, N.C.	548,900
39	38	Grand Rapids-Kalamazoo-Battle Creek, Mich.	547,900
40	41	Raleigh-Durham, N.C.	521,400
41	39	Oklahoma City	516,500
42	42	Louisville, Ky.	510,200
43	43	Charleston-Huntington, W. Va.	504,000
44	45	Salt Lake City	498,300
45	46	Harrisburg-York-Lancaster-Lebanon, Pa.	480,200
46	48	Wilkes Barre-Scranton, Pa.	468,900
47	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	467,300
48	44	Birmingham, Ala.	465,100
49	49	Dayton, Ohio	464,400
50	51	San Antonio, Tex.	460,900
51	53	Greensboro-Winston Salem-High Point, N.C.	453,600
52	50	Albany-Schenectady-Troy, N.Y.	450,300
53	54	Little Rock, Ark.	439,000
54	52	Flint-Saginaw-Bay City, Mich.	432,800
55	55	Toledo, Ohio	418,700
56	58	Shreveport, La.-Texarkana, Tex.	408,200
57	56	Tulsa, Okla.	402,900
58	57	Wichita-Hutchinson, Kan.	392,900
59	59	Richmond, Va.	385,600
60	60	Knoxville, Tenn.	380,900
61	61	Mobile, Ala.-Pensacola, Fla.	372,500
62	62	Roanoke-Lynchburg, Va.	369,600
63	66	Jacksonville, Fla.	355,100
64	65	Green Bay, Wis.	347,600
65	64	Des Moines, Iowa	347,100
66	63	Syracuse, N.Y.	345,100
67	68	Fresno, Calif.	344,500
68	69	Omaha	327,000
69	76	West Palm Beach, Fla.	325,100
70	67	Rochester, N.Y.	317,900
71	72	Albuquerque, N.M.	317,300
72	71	Davenport-Rock Is-Moline, Ill.	313,500
73	70	Spokane, Wash.	309,900
74	73	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	292,000
75	75	Springfield-Decatur-Champaign, Ill.	287,900
76	74	Portland-Poland Springs, Mo.	279,200
77	77	Chattanooga, Tenn.	276,200
78	78	Johnstown-Altoona, Pa.	269,700
79	79	Cedar Rapids-Waterloo, Iowa	267,800
80	81	Jackson, Miss.	264,400
81	80	South Bend-Elkhart, Ind.	262,700
82	83	Bristol-Kingsport-Johnson City, Tenn.	259,900
83	85	Lexington, Ky.	251,300

New rank	Old rank	Market	New TV households
84	84	Lincoln-Hastings-Kearney, Neb.	248,100
85	82	Springfield, Mo.	248,000
86	95	Austin, Tex.	236,400
87	86	Peoria, Ill.	232,800
88	92	Tucson, Ariz.	231,300
89	87	Huntsville-Decatur-Florence, Ala.	228,900
90	89	Evansville, Ind.	227,600
91	90	Youngstown, Ohio	226,600
92	88	Springfield, Mass.	220,600
93	91	Lansing, Mich.	211,800
94	96	Baton Rouge, La.	211,500
95	100	Waco-Temple, Tex.	210,900
96	97	Columbia, S.C.	207,100
97	94	Ft. Wayne, Ind.	206,400
98	93	Sioux Falls-Mitchell, S.C.	206,300
99	101	Greenville-New Bern-Washington, N.C.	201,800
100	99	Burlington, Vt.-Plattsburgh, N.Y.	198,500
101	104	Colorado Springs-Pueblo	196,600
102	103	El Paso, Tex.	194,900
103	102	Madison, Wis.	194,800
104	98	Fargo, N.D.	193,500
105	110	Augusta, Ga.	183,700
106	105	Rockford, Ill.	182,500
107	122	Las Vegas	177,800
108	119	Salinas-Monterey, Calif.	174,700
109	113	Columbus, Ga.	172,600
110	106	Duluth, Minn.-Superior, Wis.	171,200
111	122	Savannah, Ga.	170,300
112	111	Amarillo, Tex.	166,500
113	111	Charleston, S.C.	165,500
114	114	Monroe, La.-El Dorado, Ark.	165,200
115	115	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	163,800
116	109	Terre Haute, Ind.	163,100
117	107	Joplin, Mo. Pittsburg, Kan.	163,000
117	117	Wheeling-Steubenville, W. Va.	163,000
119	120	Beaumont-Port Arthur, Tex.	160,800
120	116	Lafayette, La.	158,100
120	108	Wichita Falls, Tex.-Lawton, Okla.	158,100
122	126	Ft. Myers-Naples, Fla.	157,600
123	118	Montgomery, Ala.	156,600
124	127	Yakima, Wash.	155,900
125	121	Sioux City, Iowa	154,600
126	128	La Crosse-Eau Claire, Wis.	151,400
127	130	Wausau-Rhinelander, Wis.	151,000
128	125	Eugene, Ore.	150,200
129	124	Binghamton, N.Y.	149,900
130	131	Wilmington, Del.	148,000
131	134	Corpus Christi, Tex.	146,800
132	129	Columbia-Jefferson City, Mo.	146,100
132	140	McAllen-Brownsville, Tex.	146,100
134	136	Tallahassee, Fla.	145,100
135	139	Reno	144,200
136	138	Erie, Pa.	141,100
137	135	Traverse City-Cadillac, Mich.	140,600
138	133	Lubbock, Tex.	136,100
138	132	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,100
140	137	Macon, Ga.	137,300
141	143	Boise, Idaho	129,700
142	144	Bluefield-Beckley-Oak Hill, W.Va.	129,100
143	141	Chico-Redding, Calif.	128,100
144	146	Columbus-Tupelo, Miss.	123,200
145	142	Minot-Bismarck-Dickinson, N.D.	122,600
146	147	Quincy-Hannibal, Mo.	120,600
147	149	Ft. Smith, Ark.	117,100
148	150	Odessa-Midland, Tex.	116,300
149	145	Topeka, Kan.	116,000
150	152	Albany, Ga.	115,500
151	155	Bakersfield, Calif.	115,400
152	151	Missoula-Butte, Mont.	110,600
153	153	Abilene-Sweetwater, Tex.	108,700
154	148	Bangor, Me.	105,900
155	154	Medford, Ore.	104,200
156	156	Utica, N.Y.	101,700
157	159	Tyler, Tex.	94,800
158	157	Idaho Falls-Pocatello	86,500
159	158	Elmira, N.Y.	81,900
160	161	Florence, S.C.	81,800
161	166	Laurel-Hattisburg, Miss.	81,400
162	168	Salisbury, Md.	80,300
163	163	Clarksburg-Weston, W.Va.	80,000
164	160	Alexandria, Minn.	78,500
165	167	Panama City, Fla.	77,100
166	162	Rapid City, S.D.	75,800
167	164	Watertown-Carthage, N.Y.	75,200
168	165	Dothan, Ala.	73,600
169	174	Alexandria, La.	73,000
170	172	Anchorage	70,800
171	176	Meridian, Miss.	66,600
172	171	Jonesboro, Ark.	65,300
173	175	Lake Charles, La.	65,100
174	173	Billings-Hardin, Mont.	64,600
175	170	Ardmore-Ada, Okla.	64,400
176	177	Gainesville, Fla.	63,400
177	169	Great Falls, Mont.	62,200
178	181	El Centro-Yuma, Ariz.	59,500
179	177	Cheyenne, Wyo.	56,900
180	185	Biloxi-Gulfport-Pascagoula, Miss.	55,200
181	179	Palm Springs, Calif.	54,300
182	180	Marquette, Mich.	52,300
183	182	Eureka, Calif.	52,200
184	186	Casper-Riverton, Wyo.	50,600
185	184	St. Joseph, Mo.	49,900
186	187	Grand Junction, Colo.	49,400
187	183	Roswell, N.M.	45,900
188	190	Tuscaloosa, Ala.	45,100
189	191	Jackson, Tenn.	41,300
190	189	Anniston, Ala.	41,200
191	188	Greenwood-Greenville, Miss.	39,900
192	193	Lima, Ohio	38,700
193	192	Lafayette, Ind.	37,700
194	194	Mankato, Minn.	35,800
195	195	Harrisonburg, Va.	34,800
196	197	Parkersburg, W.Va.	33,700
197	196	San Angelo, Tex.	33,600
198	198	Charlottesville, Va.	33,200
199	204	Bowling Green, Ky.	30,200
200	203	Dubuque, Iowa	29,300
200	200	Zanesville, Ohio	29,300
202	205	Laredo, Tex.	28,300
203	200	Twin Falls, Idaho	27,900
204	202	Ottumwa, Iowa-Kirksville, Mo.	27,600
205	199	Presque Isle, Me.	25,900
206	206	Farmington, N.M.	23,900
207	207	Bend, Ore.	22,600
208	209	Victoria, Tex.	22,200
209	208	Flagstaff, Ariz.	22,000
210	210	North Platte, Neb.	18,200
211	211	Selma, Ala.	17,500
212	212	Helena, Mont.	15,800
213	213	Alpena, Mich.	14,700
214	214	Miles City-Glendive, Mont.	10,500

Nielsen DMA rankings

1	1	New York	6,377,180
2	2	Los Angeles, Palm Springs, Calif.	4,138,000
3	3	Chicago	2,912,020
4	4	Philadelphia	2,378,170
5	5	San Francisco-Oakland	1,922,180
6	6	Boston, Manchester, N.H., Worcester, Mass.	1,892,770
7	7	Detroit	1,659,020
8	8	Cleveland, Akron, Ohio	1,390,300
9	9	Washington	1,339,480
10	10	Dallas-Fort Worth	1,318,340
11	12	Houston	1,209,410
12	11	Pittsburgh	1,208,260
13	16	Miami-Fort Lauderdale	1,071,000
14	14	Seattle-Tacoma	1,062,040
15	13	Minneapolis-St. Paul	1,039,790
16	17	Atlanta	1,034,820
17	15	St. Louis	1,016,560
18	18	Tampa-St. Petersbg, Sarasota, Fla.	997,800
19	20	Indianapolis, Lafayette, Ind.	841,510
20	19	Baltimore	824,730
21	21	Denver	823,830
22	23	Portland, Ore.	789,540
23	22	Sacramento-Stockton, Calif.	788,150
24	26	Hartford-New Haven, Conn.	699,920
25	27	Cincinnati	696,730
26	31	Phoenix, Flagstaff, Ariz.	693,030
27	25	Kansas City	677,060
28	24	San Diego	675,950
29	28	Milwaukee	668,330
30	30	Nashville, Bowling Green, Ky.	658,760
31	29	Buffalo, N.Y.	610,840
32	33	Charlotte, N.C.	598,850
33	32	Providence, R.I.	592,880
34	38	New Orleans	576,490
35	41	Orlando-Daytona Beach, Fla.	574,460
36	34	Columbus, Ohio	565,200
37	35	Memphis	562,250
38	37	Greenville-Spartanburg, S.C.-Asheville, N.C.	558,550
39	39	Grand Rapids-Kalmzoo-B. Crk, Mich.	553,300
40	36	Birmingham, Anniston, Ala.	552,360
41	40	Oklahoma City	518,450
42	42	Louisville, Ky.	518,410
43	44	Salt Lake City	506,440
44	43	Raleigh-Durham, N.C.	498,280
45	46	San Antonio, Tex.	491,510
46	49	Charleston-Huntington, W. Va.	479,960
47	45	Wilkes Barre-Scranton, Pa.	476,200
48	47	Norfolk-Portsmth-Newpt Nws, Va.	472,210
49	48	Dayton, Ohio	466,770
50	50	Harrisburg-Lncstr-Leb-York, Pa.	464,250
51	51	Albany-Schenectady-Troy, N.Y.	457,550
52	52	Syracuse, Elmira, N.Y.	441,520
53	54	Greensboro-H. Point-W. Salem, N.C.	439,580
54	53	Flint-Saginaw-Bay City, Mich.	424,550
55	55	Richmond-Petrsbg, Charltsvl, Va.	421,910
56	60	Shreveport, La.	417,660
57	57	Little Rock-Pine Bluff, Ark.	415,860
58	56	Tulsa, Okla.	410,570
59	58	Wichita-Hutchinson, Kan.	396,750
60	59	Toledo, Ohio	395,670
61	61	Knoxville, Tenn.	394,570
62	62	Mobile, Ala.-Pensacola, Fla.	373,200
63	65	Jacksonville, Fla.	364,240
64	63	Roanoke-Lynchburg, Va.	357,140
65	64	Fresno (Visalia), Calif.	352,850
66	70	Albuquerque, Farmington, N.M.	341,100
67	66	Green Bay, Wis.	339,500
68	68	Des Moines-Ames, Iowa	334,930

New rank	Old rank	Market	New TV households
69	78	West Palm Beach, Fort Pierce, Fla.	331,220
70	67	Rochester, N.Y.	329,660
71	69	Omaha	326,140
72	71	Spokane, Wash.	322,870
73	62	Davenport, Iowa-R. Island-Moline, Ill.	315,070
74	76	Portland-Poland Spring, Me.	314,700
75	73	Champaign, Sprngfld-Decatur, Ill.	310,860
76	75	Cedar Rapids-Waterloo, Dubuque, Iowa	307,870
77	74	Paducah, Ky.—C. Girardeau, Mo.-Harrbg, Ill.	295,160
78	80	Honolulu	293,500
79	77	Chattanooga, Tenn.	279,270
80	83	Jackson, Miss.	276,870
81	79	Johnstown-Altoona, Pa.	273,700
82	82	South Bend-Elkhart, Ind.	272,820
83	84	Bristol, Va.-Kingsport-Johnson City, Tenn.	268,220
84	81	Springfield, Mo.	261,910
85	85	Lincoln-Hstngs-Krny, Neb.	252,060
86	86	Lexington, Ky.	246,760
87	88	Evansville, Ind.	240,180
88	96	Tucson (Nogales), Ariz.	238,970
89	89	Huntsville-Decatur, Florence, Ala.	234,470
90	100	Austin, Tex.	234,030
91	90	Greenville-N. Bern-Washington, N.C.	231,670
92	91	Youngstown, Ohio	231,520
93	97	Baton Rouge	228,540
94	87	Springfield-Holyoke, Mass.	225,790
95	98	Columbia, S.C.	224,800
96	92	Burlington, Vt.-Plattsburgh, N.Y.	220,080
97	93	Peoria, Ill.	216,900
98	95	Sioux Falls (Mitchell), S.D.	211,880
99	94	Lansing, Mich.	209,380
100	101	Fort Wayne, Ind.	207,430
101	99	Fargo-Valley City, N.D.	202,570
102	103	Waco-Temple, Tex.	201,850
103	105	Colorado Springs-Pueblo, Colo.	196,920
104	104	El Paso, Tex.	194,810
105	102	Madison, Wis.	193,660
106	110	Augusta, Ga.	191,700
107	123	Las Vegas	184,070
108	106	Wheeling, W. Va.-Steubenville, Ohio	183,330
109	107	Rockford, Ill.	182,870
110	114	Monroe, La.-El Dorado, Ark.	177,850
111	108	Montgomery, Ala.	177,650
112	116	Savannah, Ga.	177,350
113	122	Charleston, S.C.	174,590
114	121	Monterey-Salinas, Calif.	174,150
115	118	Lafayette, La.	173,360
116	120	Columbus, Ga.	171,260
117	109	Duluth, Minn.-Superior, Wis.	170,490
118	113	Terre Haute, Ind.	170,410
119	117	Amarillo, Tex.	167,180
120	115	Santa Barbara-Santa Maria, Calif.	166,800
121	112	Joplin, Mo.-Pittsburg, Kan.	165,640
122	126	Yakima, Wash.	162,080
123	125	Eugene, Ore.	160,370
124	111	Wichita Falls-Lawton, Kan.	159,440
125	128	Fort Myers, Fla.	157,730
126	119	Binghamton, N.Y.	157,230
127	124	Beaumont-Port Arthur, Tex.	155,730
128	131	Wilmington, Del.	151,710
129	127	Sioux City, Iowa	150,910
130	130	Columbia-Jefferson City, Mo.	50,240
131	135	Corpus Christi, Tex.	149,290
132	129	Lubbock, Tex.	147,000
133	132	La Crosse-Eau Claire, Wis.	146,560
134	143	Harlingen-Weslaco, Tex.	144,790
135	139	Erie, Pa.	144,740
136	138	Reno	144,680
137	134	Traverse City-Cadillac, Mich.	142,960
138	137	Macon, Ga.	142,330
139	136	Columbus-Tupelo, Miss.	141,920
140	142	Tallahassee, Fla.-Thomasville, Ga.	141,670
141	133	Mason City, Iowa-Austin-Rochester, Minn.	141,440
142	144	Boise, Idaho	136,140
143	141	Minot-Bismarck-Dickinson, N.D.	131,180
144	140	Chico-Redding, Calif.	130,120
145	145	Wausau, Wis.	129,330
146	148	Beckley-Bluefield-Oak Hill, W. Va.	128,140
147	147	Fort Smith, Ark.	124,450
148	154	Bakersfield, Calif.	121,390
149	149	Quincy, Ill.-Hannibal, Mo. Keokuk, Iowa	121,290
150	152	Odessa-Midland-Monahans, Tex.	119,950
151	151	Albany, Ga.	119,400
152	150	Bangor, Me.	118,040
153	146	Topeka, Kan.	117,880
154	153	Medford-Klamath Falls, Ore.	110,160
155	155	Hagerstown, Md.	108,460
156	157	Abilene-Sweetwater, Tex.	99,430
157	156	Utica, N.Y.	97,110
158	159	Florence, S.C.	96,120
159	163	Tyler, Tex.	91,630
160	160	Rapid City, S.D.	89,500
161	158	Dothan, Ala.	89,130
162	161	Idaho Falls-Pocatello, Idaho	87,900
163	162	Alexandria, Minn.	84,950
164	164	Hattiesburg-Laurel, Miss.	80,550
165	171	Alexandria, La.	79,100
166	166	Salisbury, Md.	76,950
167	165	Clarksburg-Weston, W. Va.	73,580
168	172	Lake Charles, La.	69,480
169	167	Billings, Mont.	68,890
170	173	Meridian, Miss.	68,290
171	180	Gainesville, Fla.	66,500
172	177	Panama City, Fla.	64,730
173	170	Ada-Ardmore, Okla.	64,560
174	169	Jonesboro, Ark.	
175	168	Great Falls, Mont.	63,710
176	176	Missoula, Mont.	63,360
177	174	Watertown, N.Y.	61,280
178	175	Butte, Mont.	60,250
179	178	St. Joseph, Mo.	59,840
180	179	Cheyenne, Wyo.-Scottsblf, Neb.-Sterling, Colo.	59,520
181	183	Yuma-El Centro, Ariz.	56,910
182	184	Parkersburg, W. Va.	56,300
183	182	Mankato, Minn.	55,830
184	188	Biloxi-Gulfport, Miss.	55,380
185	186	Casper-Riverton, Wis.	55,140
186	185	Eureka, Calif.	53,650
187	181	Marquette, Mich.	53,110
188	187	Roswell, N.M.	51,270
189	189	Grand Junction-Montrose, Colo.	48,820
190	190	Ottumwa, Iowa-Kirksville, Mo.	43,350
191	191	Greenwood, Miss.	42,920
192	192	Jackson, Tenn.	42,090
193	193	Lima, Ohio	39,140
194	194	San Angelo, Tex.	33,740
195	195	Harrisonburg, Va.	30,900
196	197	Zanesville, Ohio	29,440
197	196	Presque Isle, Me.	29,310
198	198	Twin Falls, Idaho	29,250
199	199	Laredo, Tex.	27,650
200	200	Rhinelander, Wis.	18,020
201	201	North Platte, Neb.	15,260
202	202	Alpena, Mich.	11,240
203	203	Glendive, Mont.	4,890

S&P downgrades RCA stock

Commercial paper goes from A-1 to A-2 and senior debt drops to BBB from A; CIT Financial, NBC plus development of videodisk seen as drop cause

In an embarrassing move for RCA Corp., Standard & Poor's Corp. has lowered RCA's ratings on preferred stock and commercial paper. Beyond chagrin, the effect of the move is to make it more expensive for RCA to borrow money. However, the downgrading of RCA's ratings wasn't all that drastic. For example, RCA commercial paper was set at A-2, down from A-1; senior debt was notched down from single A to triple B plus.

Part of the rationale S&P used in making its decision was the "low profitability" of NBC, RCA's broadcasting arm, as well as reduced profits of its television manufacturing and records operations, the ratings organization said. Coupled with RCA's development expenditures for videodisk operations, the lower profits have produced a "weakened return on permanent capital over the last several years," S&P said, and S&P doesn't see the company returning to "satisfactory levels of profitability and cash flow" soon.

RCA, noting disappointment with the new ratings, said it believed the downgrade "doesn't fully recognize the future earnings and cash-flow potential" of investments in research, videodisks and communications satellites. And the company maintained that all its businesses "represent opportunities for growth and profitability."

With much of the attention generated by the news focused on NBC, some analysts who follow the company nevertheless attribute a heavier burden to RCA's purchase of CIT Financial Corp. (S&P itself noted that the CIT acquisition contributed to an increase in RCA's debt leverage.) RCA's current debt to equity ratio is 39%, 42% if short-term borrowings are included, while the higher grade of S&P ratings RCA had enjoyed require a 35% or lower ratio. The conclusion of one observer is that S&P pulled the ratings because "RCA couldn't convince them those ratios would be restored."

RCA initially shifted the ratios by incurring the debt used to finance the CIT purchase, then exacerbated the situation by borrowing short, in the erroneous expectation that interest rates would drop. Where in the past NBC and Hertz would have been looked upon to generate the cash flow necessary to RCA's fiscal health, over the last several years a variety of factors have depressed those subsidiaries' returns, with NBC particularly hard hit by the Olympics write-off last year.

Interest rates and the magnitude of expenditures for videodisk development are seen as the pivotal issues now for RCA.

mission should emphasize that children are "uniquely vulnerable" to TV ads; that the FTC will pursue a "rigorous, case-by-case" examination of children's TV ads and that the FTC is concerned about particular children's advertising practices and encourages advertisers to: advertise only one product in each commercial; avoid use of real or animated program characters or heroes to sell products; present food products in a way that reinforces sound principles of nutrition and dental health; disclose information about the use or consequences of consumption of a product within a commercial.

Another record for TV viewing

TVB figures show May to be 12th record-setting month for viewers of network prime time

TV viewing, TV households and prime-time TV network audiences are running at record high levels, the Television Bureau of Advertising reported last week in an analysis of A.C. Nielsen Co. data.

Television viewing in May averaged six hours 19 minutes per TV home per day—a record for May and the 12th consecutive month in which the monthly averages reached record proportions. For the first five months of 1981, TVB added, the average was seven hours one minute per home per day, or seven minutes more than in the same period of 1980.

Prime-time network audiences in the first quarter of 1981, TVB said, averaged 44.6 million households per minute, another record. And Nielsen's updated estimates put total TV households at 79.9 million as of Jan. 1, a gain of 2.1 million over Nielsen's previous estimate (BROADCASTING, June 1).

What it all means, said TVB President Roger Rice, is that "advertisers investing in commercial television have been enjoying a sizable audience bonus and lower costs-per-thousand than previously realized," and that "commercial television is being watched by more people than ever before."

Month-by-month hours of TV usage per television home per day are shown in the following table, based on Nielsen data:

	1975	*1976*	*1977*	*1978*	*1979*	*1980*	*1981*
Jan.	7:04	6:59	7:16	7:08	7:20	7:18	**7:35**
Feb.	6:55	6:49	6:55	7:00	7:11	7:22	**7:23**
March	6:31	6:35	6:32	6:36	6:41	7:05	**7:07**
April	6:20	6:11	6:05	6:05	6:26	6:38	**6:44**
May	5:39	5:52	5:32	5:46	5:53	6:07	**6:19**
June	5:31	5:36	5:24	5:28	5:50	**5:55**	
July	5:12	5:33	5:13	5:32	5:46	**5:48**	
Aug.	5:16	5:44	5:35	5:42	5:55	**6:00**	
Sept.	5:55	6:03	5:55	6:09	**6:16**	**6:16**	
Oct.	6:04	6:28	6:12	6:25	6:32	**6:40**	
Nov.	6:26	6:49	6:30	6:44	6:56	**7:02**	
Dec.	6:36	6:52	6:46	6:51	6:53	**7:05**	
Yearly average	6:07	6:18	6:10	6:17	6:28	**6:36**	
Year-to- date	6:30	6:29	6:28	6:31	6:42	6:54	**7:01**

Bold faced numbers indicate all time high.

Entertainment analysts find cable mom-pop days are gone; big bucks rule the day

United, Cox, Oak, Times Mirror, TCI heard from at special sessions during NCTA convention

Cable industry executives painted a rosy financial picture for a group of securities analysts during separate meetings held before, during, and after the National Cable Television Association convention in Los Angeles. Most of the analysts are based in New York and used the convention as an opportunity to question corporation executives in person about their present activities and future goals for their companies.

"If this year's NCTA meeting has made one thing clear, it's that cable television is no longer a 'mom-and-pop' operation," reflected one analyst. "The future of this industry lies irrevocably in the hands of those who can afford to take big chances, invest big money and be a part of big business."

In a Friday morning session, the president and chief executive officer of United Cable Television Corp., Gene Schneider, predicted that the industry's "capital investment will grow tremendously in the next five years, as cable will become the basis for new communications technologies."

United Cable, based in Denver, is the 11th largest MSO in the country, with 400,000 basic and 280,000 pay subscribers. According to Schneider, the company will have about a million subscribers when its current franchises are fully wired, and another two million signed when the next phase of its development program is completed. Its capital expansion budget has grown from $29 million in 1980, to $60 million for both 1981 and 1982. Schneider sees a rapidly growing interest in premium or pay services, with 70% of United's customers now taking at least one such service compared with 45% in 1980.

"We are constantly searching for acquisition candidates," said Schneider, reminding analysts that the top 50 cable companies account for about 70% of all basic subscribers. He admitted that United's rapid capital expansion program "is a significant depressant on earnings at the present time." The firm's largest development project, in Denver's suburbs, has already cost more than $15 million. Asked if he feared his own company, limited to the cable industry, might be swallowed up by a more diversified corporation, Schneider replied: "We have plenty of money to do all the things we want to do and need to do. We don't need to sell out to get equity." For the present, he said, United Cable will concentrate on obtaining new franchises in promising suburban areas. Schneider said the company is not counting on revenue from new cable-based security and data-transfer services during the next five years, because "we just don't know how they will develop." Instead, United will experiment with pay-per-view capabilities using addressable boxes and other delivery vehicles.

Schneider also cited a growing problem of high switchover rates among premium subscribers, apparently caused by the viewers' perceived lack of distinction among many pay cable services. That problem was brought up again Thursday night, when CBS Cable executives told analysts of the pains CBS is taking to create a "class channel" identity for the new offering, which will debut Oct. 12. CBS Cable President Richard Cox emphasized that 60% of the service's programing will be original productions commissioned by CBS. This in apparent reference to the cable ventures of ABC and NBC's parent RCA, which are relying heavily on European programing. Cox estimated an hourly budget of up to $400,000 for original CBS Cable programing.

During a Friday luncheon session, Robert Wright, president of Cox Cable, described his company's "major commitment to interactive services" involving the Indax system, developed in association with Oak Communications. The two-way system relies on Oak's Dimension 2 addressable box to provide home shopping, security, videotext, home banking, pay-per-view and informational capabilities. In San Diego, where a pilot program using Indax began last month, Wright predicted that 20% of subscribers will choose to buy into the interactive system within the next few years. He said that subscribers in the Cox Omaha franchise will be able to acquire the Indax service for $4 per month beginning in September or October.

"In the long term," estimated Wright, "the best case will be 40% subscriber penetration for the Indax system." He stressed that much research needs to be conducted before all the technical and

Ratings Roundup

With the May "sweeps" over and much of the prime-time focus from the network executive suites already on next-season programing, more than 80% of the ABC-TV, CBS-TV and NBC-TV combined lineup was repeats for the week ended June 7.

And overall, the shows did little to draw more than the mediocre ratings and shares that are par for the course at this time of year. Winning CBS scored a 14.2 rating and 26 share; second-place NBC came in with a 13.9/26 and ABC was third with a 13.6/26.

Only five shows, CBS's ***M*A*S*H, House Calls*** and ***Lou Grant*** and NBC's ***Detour to Terror*** movie and ***Diff'rent Strokes***—all reruns—earned a 20 rating or better.

During the week, ABC came in with the lowest average but won the most nights: Tuesday, Thursday and Friday; CBS took Monday and Thursday, and NBC won Wednesday and Sunday.

The week's best nightly performance came from CBS on Monday when ***WKRP in Cincinnati, Tim Conway Show, M*A*S*H, House Calls*** and ***Lou Grant*** together brought in a 19.1/33 rating. NBC had the worst showing, with Friday's ***Harper Valley, Sanford*** and movie, ***Side Show***, only worth a 9.3/19.

Elsewhere in the ratings, ABC continued to bomb out with its rerun episodes of the ***Roots: The Next Generations*** mini-series, with Sunday's two-hour program (7.5/15) tying for lowest rating in the week with CBS's Tuesday ***Palmerstown*** episode (7.5/13) among the week's 63 shows. An original ***Barbara Walters Special*** on Tuesday gave ABC an 18.0/30, but the annual ***Tony Awards*** special on Sunday earned CBS only a 14.4/25.

The First 20

1.	***M*A*S*H*** (R)	CBS	23.9/39
2.	***House Calls*** (R)	CBS	22.4/36
3.	***Lou Grant*** (R)	CBS	20.7/36
4.	"Detour to Terror" (movie) (R)	NBC	20.7/35
5.	***Diff'rent Strokes*** (R)	NBC	20.3/36
6.	***Three's Company*** (R)	ABC	19.6/32
7.	***Facts of Life*** (R)	NBC	19.4/34
8.	***60 Minutes*** (R)	CBS	19.1/41
9.	***20/20***	ABC	18.9/32
10.	***Laverne & Shirley*** (R)	ABC	18.8/32
11.	***Too Close for Comfort*** (R)	ABC	18.4/29
12.	***Real People*** (R)	NBC	18.0/35
13.	***Happy Days*** (R)	ABC	18.0/32
14.	***Barbara Walters Special***	ABC	18.0/30
15.	First You Cry (movie) (R)	CBS	18.0/29
16.	***Taxi***	ABC	17.9/31
17.	***Dukes of Hazzard*** (R)	CBS	17.9/36
18.	***Barney Miller*** (R)	ABC	16.9/31
19.	***CHiPs*** (R)	NBC	16.5/32
20.	***Quincy, M.E.*** (R)	NBC	16.5/30

The Final Five

59.	***American Dream*** (special) (R)	ABC	9.1/16
60.	***White Shadow*** (R)	CBS	8.0/15
61.	***Sanford***	NBC	7.9/17
62.	***Roots: The Next Generations*** (mini-series) (R)	ABC	7.5/15
63.	***Palmerstown*** (R)	CBS	7.5/13

R indicated repeat.

risen 78% since 1978. She added that the greatest increase in viewership was among persons with less than a high school education (64%) and incomes less than $10,000 a year (48%). An information sheet distributed at the meeting indicated that the average prime-time PBS program is seen by about 2% of all TV households, although some specials have been viewed by as many as 16%.

The growth of PTV-2, the network's service for target audiences such as ethnic minorities, was detailed by senior vice president Wayne Godwin. Godwin attributed much of PBS's growing acceptance by minorities (up 19% since 1979) to special-event coverage for blacks and Latinos, Spanish-language commentary for special news programs, and minority-oriented dramatic programing.

Among young viewers, PBS is also becoming more popular, according to PTV-3 senior vice president William Reed. The PTV-3 service is responsible for educational programing, including instructional and children's fare. Reed said the number of children watching at least one PBS program on a regular basis grew from 11.7 million to 14.5 million during the past two years.

Major program announcements included "a nationwide program service for adults who want to continue their education after finishing high school." The first-ever program series, coordinated by PBS, involves more than 100 of the 292 member stations and an estimated 500 universities and colleges. Drawing on such previous PBS offerings as *Cosmos, The American Story* and Shakespeare's plays, the participating schools offer course credit that can be applied toward a degree. Target audience for the programs are the 58 million Americans over age 25 who don't have college degrees and are not enrolled in college.

Also showcased for the assembled critics was *Playhouse*, a new weekly series of dramatic, musical and comedic productions premiering next January over PBS. The 25-week series "is a cooperative drama venture designed to combine the best of original American production and programing from abroad," said *Playhouse* executive director David M. Davis. Budget for the project is $13.6 million, provided by several grant-making bodies in the public television arena.

The Century Plaza hotel is the site for all four press tours this month. After PBS's two-day gathering ended last Wednesday, CBS took over from Thursday (June 11) through Saturday (June 13). Yesterday was a Television Critics' Association session during which the group's own business was conducted, along with two panel discussions, concerning television reform and women in television. ABC's activities begin today and will run through Thursday. NBC will wind up the tour Friday through Monday (June 19-22). Each of the networks is screening pilots of the fall's new shows for the visiting press, providing interview opportunities and offering assessments of the industry's direction.

Al Rush

Herman Rush

Rushes move at Columbia, MCA

Both organizations reorganize TV divisions; Al Rush heads MCA Television Group; Columbia's Herman Rush gets syndication added to his president's duties

Both MCA and Columbia, in separate moves, have reorganized their television executive ranks—each putting a man named Rush in charge.

At MCA, Al Rush was named president of a newly created MCA Television Group, encompassing Universal Television (first-run network production); MCA TV (off-network syndication); MCA Television Ltd. (Canadian distribution); MCA TV International (distribution) and MCA TV Enterprises (first-run syndication). Rush, a corporate vice president, had been president of the Enterprises division.

In another MCA executive shift, Robert Harris, senior vice president, Universal Television, was promoted to president there, succeeding Don Sipes who now is said to be working in an executive capacity with other MCA Inc. divisions.

At Columbia Pictures Television, Herman Rush, president, has had his responsibilities increased to include syndication sales. Previously he had handled production and network sales but now Henry Gillespie, president of CPT Distribution, reports to him as well. Columbia said Gillespie's "sales operations will continue intact."

Al Rush and Herman Rush are not related.

Davis buys Fox for $720 million

Oil magnate's bid of $60 per share plus stock in UTV is approved by stockholders

Effective at a minute past midnight last Friday, 20th Century-Fox was to become a privately owned company. There were virtually no surprises last Monday (June 8) when the corporation's stockholders approved by a 79% majority vote two proposals that turned the publicly held firm over to a new private entity controlled by oil industry millionaire Marvin Davis after the spin-off of the company's television subsidiary to 20th Century-Fox

effective July 20 (By Erratum; BC Doc. 80-250) Action May 19.

■ East St. Louis, Ill.—Assigned UHF-TV ch. 46 to East St. Louis as its first TV assignment, effective July 20 (BC Doc. 80-658) Action May 19.

■ Greenville, Ill.—Dismissed petition by Charles Cutler proposing assignment of 101.7 mhz to Greenville (BC Doc. No. 80-318) Action May 19.

■ Paintsville, Ky.—Assigned UHF-TV ch. 69 to Paintsville as its first TV assignment, effective July 20 (BC Doc. 80-568) Action May 19.

■ Seneca, Kan.—Assigned 92.1 mhz to Seneca as its first FM assignment, effective July 20 (BC Doc. 80-319) Action May 19.

■ Smith Center, Kan.—Dismissed petition by Ernest McRae and Jerry J. Venable proposing assignment of 94.1 mhz to Smith Center as its first FM assignment (BC Doc. 80-518) Action May 19.

■ Rayville, La.—In response to petition by North Louisiana Broadcast Enterprise proposed assigning 92.1 mhz to Rayville as its first FM assignment, comments due July 20, replies August 10 (BC Doc. 81-346) Action May 19.

■ Glenwood, Minn.—In response to petition by Dove Broadcasting Inc. proposed assigning 99.3 mhz to Glenwood as its first FM assignment, comments due July 20, replies August 10 (BC Doc. 81-347) Action May 19.

■ Piedmont, Mo.—Assigned 104.9 mhz to Piedmont as its first FM assignment, effective July 20 (BC Doc. 80-317). Action May 19.

■ Irmo, S.C.—Assigned 102.3 mhz to Irmo as its first FM assignment, effective July 20 (BC Doc. 80-514) Action May 19.

■ Rio Grande City, Tex.—Assigned UHF-TV ch. 40 to Rio Grande as its first commercial TV assignment, effective July 20 (BC Doc. 80-608). Action May 19.

■ Smithfield, Utah—Assigned 103.9 mhz to Smithfield as its first FM assignment, effective July 20 (BC Doc. 80-449) Action May 19.

Earth Stations

Applications

■ Simco Cable TV Inc. for MaGee, Miss. (4.6m; S-A; E3251).

■ Oconee Cablevision Inc. for Milan, Ga. (5m; Gardiner; E3265).

■ Blue River Cablevision Inc. for Edinburgh, Ind. (5m; S-A; E3266).

■ Continuing Objectives Inc. for Beckly, W. Va. (4.6m; S-A; E3267).

■ Arthur Weeden for Clyde Hill, Wash. (4.5m; S-A; E3268).

■ Multimedia Broadcasting Corp. for Cincinnati, Ohio (8.8m; Harris; E3269).

■ Kip-Lee CATV Inc. for Laporte, Tex. (5m; S-A; E3270).

■ Sandoval County Cable for Rio Rancho, N.M. (5m; S-A; E3271).

■ Monmouth Cablevision Associates for Freehold, N.J. (5m; S-A; E3272).

■ Tele-Media Corp. of Lake Erie for Geneva, Ohio (7m; unknown; E3273).

■ Tele-Ponce Corp. for Ponce, P.R. (10m; S-A; E3274).

■ Fisher Broadcasting Inc. for Portland, Ore. (10m; S-A; E3275).

■ Fisher Broadcasting Inc. for Vashon Island, Wash. (10m; E3276).

■ Community Tele-Communications Inc. for Republic, Mo. (4.6m; S-A; E3277).

■ Community Tele-Communications Inc. for Montrose, Colo. (5m; S-A; E3278).

■ Texcom Inc. for Refugio, Tex. (4.6m; S-A; E3279).

■ Island Cable Co. for Logan Beach, N.J. (5m; S-A; E3281).

■ Community Tele-Communications Inc. for Brush, Colo. (4.6m; S-A; E3281).

■ Community Tele-Communications Inc. for Mountain Grove, Mo. (4.6m; S-A; E3282).

■ Schenectady Cablevision Inc. for Schenectady, N.Y. (5m; S-A; E3283).

■ Warner Amex Cable Communications Inc. for Harrisonburg, Va. (4.6m; S-A; E3284).

■ Warner Amex Cable Communications Inc. for Broadway, Va. (4.6m; S-A; E3285).

■ Butler Cablevision Inc. for Butler, Mo. (5m; Hughes; E3286).

■ Communications Services Inc. for Lake Charles, La. (4.5m; Andrew; KD40).

■ Quincy Cable TV Inc. for Quincy, Wash. (4.5m; Andrew; KG81).

■ Hill Country Cablevision Inc. for Kerrville, Tex. (6m; Harris; KG93).

■ L-W Communications Systems Inc. for Luther Ranch, Tex. (6m; USTC; KH56).

■ Teleprompter Corp. for Anna Marie Island, Fla. (6m; Harris; WG93).

■ Jone Intercable TV Fund for North Myrtle Beach, S.C. (6m; RF Systems; WG53).

■ Sammons Communications Inc. for McComb, Miss. (4.5m; S-A; WH58).

■ Comcast Corp. for Aberdeen, Md. (5m; S-A; WH58).

■ Telecable of Bloomington-Normal Corp. for Normal, Ill. (5m; S-A; WH60).

■ Teleprompter Corp. for Holly Hill, Fla. (6m; Harris; WJ30).

■ Teleprompter Corp. for Deland, Fla. (6m; Harris; WJ31).

■ Taos Cable Television Co. for Angel Fire, N.M. (4.6m; S-A; E3249).

■ Satellite Cable TV Corp. for Jackson, S.C. (4.6m; S-A; E3250).

■ Lloyd's TV and Cable Co. for McGregor, Iowa (5m; H-R; E3252).

■ Teleco Indiana Inc. for Traflagar, Ind. (8.8m; Harris; E3253).

■ Sunbeam Television Corp. for Miami, Fla. (10m; S-A; E3254).

■ American Cablevision of Carolina Inc. for Dunn, N.C. (7m; AFC; E3255).

■ American Television and Communications Corp. for Monroe, La. (6m; Hughes; E3256).

■ Iowa Beef Processors Inc. for Chalk Mound, Kan. (4.6m; S-A; E3257).

■ Sevierville Cable Communications for Sevierville, Tenn. (5m; Microdyne; E3258).

■ Verto Corp. for Swoyersville, Pa. (5m; S-A; E3259).

■ Viacom International for San Ramon, Calif. (5m; S-A; E3260).

■ Liberty Communications Inc. for Harrisburg, Ore. (5m; S-A; E3261).

■ Liberty Communications Inc. for Portland, Ore. (5m; S-A; E3262).

■ Crilling Information Service for Houston (4.6m; S-A; E3263).

■ Eastern Pennsylvania Relay Stations Inc. for East Cameron township, Pa. (4.6m; S-A; E3264).

■ Total Cable TV of Fowler Inc. for Fowler, Ind. (4.6m; S-A; E3236).

■ Arkansas Cable Television Inc. for Jacksonville, Ark. (5m; S-A; E3236).

■ Desert Hot Springs Cablevision Inc. for Desert Hot Springs, Calif. (5m; S-A; E3238).

■ Telecable Inc. for Lake Odessa, Mich. (5.6m; E3239).

■ Equatorial Communication Services for Sunnyvale, Calif. (1.2m; unknown; E3240).

■ Jones Intercable Cable TV fund for Sulphur, La. (5m; AFC; KX97).

■ Jones Intercable TV Fund for Panama City Beach, Fla. (4.3m; AFC).

Grants

■ Netarts Cable TV Inc. for Netarts, Ore. (E3073).

■ Cablevision of Plattsmouth Inc. for Plattsmouth, Neb. (E3076).

■ Douglas Communications of West Tennessee Inc. for Jackson, Tenn. (WD96).

■ Oneida Cablevision for Oneida, N.Y. (WJ38).

■ Fredonia Cablevision for Fredonia, N.Y. (WZ52).

Call Letters

Applications

Call	Sought by
	New FM's
WNPR	Connecticut Educational Telecommunications Corp., Norwich, Conn.
KCCU	Columbus FM-98 Inc., Columbus, Kan.
KQMO	Hampro Wireless, Brookfield, Mo.
KYOC	Jim T. Payne, Yoakum, Tex.
	Existing AM
WWHY	WKSD Huntington, W. Va.
	Existing FM's
WLRX	WPRC-FM Lincoln, Ill.
WBEY	WAQA Grasonville, Md.

Grants

Call	Assigned to
	Existing AM's
WPIK	WTCB Flomaton, Ala.
KUKQ	KKKQ Tempe, Ariz.
WKGC	WGNE Panama City, Fla.
WVGB	WSIB Beaufort, S.C.
WNLR	WABH Churchville, Va.
	Existing FM's
KCRI-FM	KZRI Helena, Ark.
KYKZ	KSNS Lake Charles, La.
WYRK	WADV Buffalo, N.Y.
WKGL	WALL-FM Middletown, N.Y.
WCMX-FM	KKIC Ashland, Ore.
WJYR	WXTL Myrtle Beach, S.C.
KLYN	KLYN-FM Lynden, Wash.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,508	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses